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FOR IMMEDIATE RELEASE

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Cornell Ag & Food Tech Park Receives \$20,000 Grant

By Aaron Goldweber

GENEVA, NY: The Cornell Agriculture and Food Technology Park (CAFTP) recently received a \$20,000 grant that will be used to support its marketing and business-development efforts.

"This grant will enable us to increase CAFTP's market visibility in ways that haven't before been possible," said Connie Rodriguez, project coordinator for CAFTP.

The NYSEG grant is specifically earmarked to help economic development with promotional campaigns and other means of advertising. With park development well underway, CAFTP will be implementing an aggressive marketing campaign to get the word out to potential tenants and stakeholders.

"NYSEG has been a tremendous partner in the development of the Cornell Ag and Food Tech Park," said Dan Fessenden, executive director of CAFTP. "We are most fortunate to have their continuing support. This grant will help us implement a solid marketing strategy."

Rick Rebadow, NYSEG's regional manager for economic development in Western New York, was instrumental in CAFTP being awarded the grant.

Rebadow, who was a member of the park's board of directors, has been a long-time supporter of the project. He left NYSEG and CAFTP's board of directors at the end of November to move to Ohio for a new career opportunity. "Rick will be missed when he leaves," said Fessenden. "He has been a great supporter. His input and participation have been invaluable."

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Pictures are linked to hi-res scans



(left to right) Rich Rising, Geneva city manager and CAFTP treasurer; Mike Manikowski, director of Ontario County economic development and CAFTP vice president; NYSAES interim director and CAFTP president Robert Seem; Dan Feseden, CAFPT executive director and Rick Rebadow, NYSEG regional manager and CAFPT board member.

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PAY TO THE ORDER OF

October, 2004

Cornell Ag & Food Tech Park \$ **20,000**

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